Supplementing
Polk's Statistics:

POLK OFFERS SELECTIVITY TO TRUCK ADVERTISERS

Virtually the same selectivity available to passenger car advertisers is offered the truck advertiser using Polk Automotive Owner Lists for direct mail advertising.

The truck advertiser can reach, by name and address, owners of specific makes and year models of trucks. Moreover, he can reach owners of trucks of specific GVW . . . or fleet owners by size of fleets or by GVW of trucks owned.

Also, the advertiser can confine coverage to metropolitan areas or extend it to smaller cities and rural areas.

Thus, he can contact and influence, with a minimum of waste circulation and a proved maximum of reader attention, his most productive new truck markets.

R. L. POLK & CO.

DETROIT, MICH.

BEST AVAILABLE COPY

DECEMBER
1979

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	DECEMBER		% '79 VS '78	% IND	
	1979	1978		1979	1978
AMC	15987	12154	131.54	1.92	1.28
(Concord)	6034	7961	75.79	.72	.84
Chrysler	15877	24268	65.42	1.91	2.56
(Le Baron)	6409	10755	59.59	.77	1.14
Dodge	28081	37523	74.84	3.38	3.96
(Diplomat)	2718	5119	53.10	.33	.54
(Colt)	4357	3655	119.21	.52	.39
(Challenger)	952	1573	60.52	.11	.17
(Omni)	8070	8540	94.50	.98	.90
(Aspen)	6896	10378	66.45	.83	1.09
Plymouth	24287	30103	80.68	2.92	3.17
(Arrow/Champ)	3842	2496	153.93	.46	.26
(Sapporo)	722	1137	63.50	.09	.12
(Horizon)	9498	10667	89.04	1.14	1.12
(Volare)	9231	13755	67.11	1.11	1.46
(Fury)	–	1177	–	–	.12
Chrysler Corp	68245	91894	74.26	8.21	9.69
Ford	130935	156119	83.87	15.75	16.46
(Fiesta)	5850	5482	106.71	.70	.58
(Pinto)	13491	13800	97.76	1.62	1.45
(Fairmont)	35902	31044	115.65	4.33	3.28
(Granada)	10471	16549	63.27	1.26	1.74
(Ltd II)	1535	6269	24.49	.18	.66
(Mustang)	22715	24071	94.37	2.73	2.54
(T Bird)	19594	21862	89.63	2.36	2.30
Lincoln	12026	19284	62.36	1.45	2.03
(Mark VI	6589	7765	84.86	.80	.81
(Versailles)	863	1947	44.32	.10	.21
Mercury	37653	51647	72.90	4.53	5.45
(Zephyr)	7844	9676	81.07	.94	1.02
(Monarch)	4274	6521	65.54	.51	.69
(XR7/Cougar)	9341	14404	64.85	1.13	1.52
(Capri)	6781	7337	92.42	.82	.77
Linc/Merc Div	49679	70931	70.04	5.98	7.48
Ford Motor Co	180614	227050	79.55	21.73	23.94
Buick	59904	66647	89.88	7.21	7.03
(Skyhawk)	1015	1568	64.73	.12	.17
(Skylark)	12376	5820	212.65	1.49	.61
(Century)	25564	29233	87.45	3.08	3.09
(Riviera)	4375	4380	99.89	.53	.46
Opel	198	1723	11.49	.02	.18
Buick Div	60102	68370	87.91	7.23	7.21
Cadillac	29152	35889	81.23	3.51	3.78
(Eldorado)	5099	5638	90.44	.61	.59
(Seville)	5331	5481	97.26	.65	.58
Chevrolet	164396	202647	81.12	19.77	21.36
(Chevette)	28305	20299	139.44	3.40	2.14
(Monza)	9167	14998	61.12	1.10	1.58
(Camaro)	12679	24868	50.99	1.53	2.62
(Citation/Nova)	31355	17338	180.85	3.76	1.83
(Malibu)	25481	33954	75.05	3.07	3.58
(Corvette)	3328	4094	81.29	.40	.43
Oldsmobile	73996	89601	82.58	8.90	9.45
(Starfire)	1109	1746	63.52	.13	.18
(Omega)	5313	2669	199.06	.64	.28
(Cutlass)	39651	45302	87.53	4.77	4.78
(Toronado)	3813	4169	91.46	.46	.44
Pontiac	57928	78221	74.06	6.97	8.25
(Sunbird)	5849	7731	75.66	.70	.82
(Phoenix)	7555	3784	199.66	.91	.40
(Lemans)	8729	11373	76.75	1.05	1.20
(Firebird)	9841	18301	53.77	1.19	1.93
Gen. Mtrs. Corp	385574	474728	81.22	46.38	50.05
Misc. Domestic	410	423	96.93	.05	.04
Other Import	180489	142287	126.85	21.71	15.00
U.S. Total	831319	948536	87.64		

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UNITED STATES SUMMARY

DECEMBER 1979 ISSUED 02/80

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '79 VS '78	% IND		YEAR END
	1979	1978		1979	1978	1978
A M C	156753	157797	99.34	1.52	1.44	157797
(Concord)	83124	105938	78.46	.81	.97	105938
Chrysler	241643	289631	84.12	2.36	2.65	289631
(Le Baron)	103054	119811	83.51	.97	1.10	119811
Dodge	441600	489845	90.15	4.27	4.47	489845
(Diplomat)	45815	57895	79.13	.44	.53	57895
(Colt)	60406	45126	133.86	.58	.41	45126
(Challenger)	14192	16773	84.61	.14	.15	16773
(Omni)	121525	84288	144.18	1.18	.77	84288
(Aspen)	117253	154741	75.77	1.13	1.41	154741
Plymouth	381071	434718	87.66	3.69	3.97	434718
(Arrow/Champ)	46080	28090	164.04	.45	.26	28090
(Sapporo)	12239	12094	101.20	.12	.11	12094
(Horizon)	143360	113081	126.78	1.39	1.03	113081
(Volare)	165664	207046	80.01	1.60	1.89	207046
(Fury)	3185	61517	5.18	.03	.56	61517
Chrysler Corp.	1066314	1214194	87.82	10.32	11.09	1214194
Ford	1545979	1845078	83.78	14.99	16.86	1845078
(Fiesta)	76855	76001	101.12	.74	.69	76001
(Pinto)	183276	166384	110.15	1.77	1.52	166384
(Fairmont)	332621	399995	83.16	3.23	3.67	399995
(Granada)	141116	217078	65.01	1.37	1.98	217078
(Ltd II)	28387	139309	20.38	.27	1.27	139309
(Mustang)	294904	187923	156.93	2.85	1.72	187923
(T Bird)	210018	297090	70.69	2.03	2.71	297090
Lincoln	128097	178873	71.61	1.24	1.63	178873
(Mark V)	54497	72279	75.40	.53	.66	72279
(Versailles)	13511	14304	94.46	.13	.13	14304
Mercury	497120	564792	88.02	4.81	5.16	564792
(Zephyr)	95248	120046	79.34	.92	1.10	120046
(Monarch)	54470	77295	70.47	.53	.71	77295
(XR7/Cougar)	122618	188138	65.17	1.18	1.71	188138
(Capri)	88484	17827	496.35	.86	.16	17827
Linc/Merc. Div.	625217	743665	84.07	6.05	6.79	743665
Ford Motor Co.	2174796	2588743	84.01	21.04	23.65	2588743
Buick	686315	762532	90.00	6.64	6.97	762532
(Skyhawk)	19225	21691	84.02	.18	.20	21691
(Skylark)	104172	97033	107.36	1.01	.89	97033
(Century)	301459	317169	95.05	2.91	2.90	317169
(Riviera)	49525	23149	213.94	.48	.21	23149
Opel	13713	18833	72.81	.13	.17	18833
Buick Div.	730028	781365	89.59	6.77	7.14	781365
Cadillac	307652	335053	91.82	2.98	3.06	335053
(Eldorado)	50935	43681	139.50	.59	.40	43681
(Seville)	44120	52396	84.20	.43	.48	52396
Chevrolet	2104213	2294990	91.69	20.36	20.97	2294990
(Chevette)	363216	241622	150.32	3.50	2.21	241622
(Monza)	139045	154541	89.97	1.35	1.41	154541
(Camaro)	203647	251983	80.82	1.97	2.30	251983
(Citation/Nova)	290931	243444	119.51	2.82	2.22	243444
(Malibu)	336841	366196	91.98	3.26	3.35	366196
(Corvette)	40076	40426	99.13	.39	.37	40426
Oldsmobile	931170	967896	96.21	9.01	8.84	967896
(Starfire)	18184	17981	101.13	.18	.16	17981
(Omega)	46336	42215	109.76	.45	.39	42215
(Cutlass)	510305	501975	101.66	4.93	4.58	501975
(Toronado)	45348	25069	180.89	.44	.23	25069
Pontiac	773816	857083	90.28	7.49	7.83	857083
(Sunbird)	86735	88928	97.53	.84	.81	88928
(Phoenix)	74357	56971	130.52	.72	.52	56971
(Lemans)	115185	118706	97.03	1.11	1.08	118706
(Firebird)	149955	177192	84.63	1.46	1.63	177192
Gen. Mtrs. Corp.	4816879	5236387	91.99	46.61	47.84	5236387
Misc. Domestic	4650	4299	108.16	.04	.04	4299
Other Import	2115519	1744684	121.26	20.47	15.94	1744684
U.S. Total	10334911	10946104	94.42			10946104

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	DEC	% IND	YEAR TO DATE		% 79 VS 78	% IND	
	1979		1979	1978		1979	1978
Dodge	19517	7.36	351970	464470	75.78	10.15	11.72
Plymouth	1557	.59	19678	8013	245.58	.57	.20
Ford	89068	33.58	1122656	1314251	85.42	32.38	33.15
Chevrolet	82823	31.23	1084870	1275787	85.04	31.28	32.19
GMC	21617	8.15	283140	329185	86.01	8.16	8.31
IH	8355	3.15	116579	116574	100.00	3.36	2.94
Jeep Truck	12740	4.82	145214	163548	88.79	4.19	4.13
Brockway	–	–	2	37	5.41	–	–
Mack	2330	.88	29264	27390	106.84	.84	.69
Kenworth	1333	.50	14893	14345	103.82	.43	.36
Peterbilt	728	.27	8693	9454	91.95	.25	.24
Freightliner	1499	.57	13636	11725	116.30	.39	.30
White	1120	.42	12505	13292	94.08	.36	.34
Misc	22498	8.48	264810	215269	123.01	7.64	5.43
U.S. Total	265235		3467910	3963340	87.50		

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	106712	207453	32869	4936	–	–	–	–
(Dodge 1)	60026	112332	26340	–	–	–	–	–
Plymouth *	14428	5250	–	–	–	–	–	–
Ford	296309	734342	456	–	–	53843	15228	22478
(Ford 2)	111758	220692	–	–	–	–	–	–
Chevrolet	445549	591536	4948	–	1786	34892	1139	5050
(Chevrolet 3)	205206	172926	–	–	–	–	–	–
GMC	68532	167198	1020	–	1041	24983	1973	18393
(GMC 4)	13871	47114	–	–	–	–	–	–
IH	–	23464	–	–	–	27221	27309	38585
Jeep Truck	83401	61813	–	–	–	–	–	–
(Jeep 5)	83401	26781	–	–	–	–	–	–
Brockway	–	–	–	–	–	–	–	2
Mack	–	–	–	–	–	–	–	29264
Kenworth	–	–	–	–	–	–	–	14893
Peterbilt	–	–	–	–	–	–	–	8693
Freightliner	–	–	–	–	–	–	–	13636
White	–	–	–	–	–	–	–	12505
Misc	258003	14	43	6	31	2687	1666	2360
Total	1272734	1791040	39336	4942	2858	143626	47315	165859
1978 Total	1143064	2408269	54974	15250	2933	147013	38996	152841
1979 vs 78	111.36	74.37	71.55	32.41	97.44	97.70	121.33	108.52

(Memo Total) – To be included in GVW 1, 2 & 3

UNITED STATES SUMMARY

1 – Includes Vans, Ramcharger & D50

2 – Includes Courier, Econoline Van, Ranchero & Bronco

3 – Includes Chevy Van, El Camino, Blazer & LUV

4 – Includes Vans, Jimmy & Caballero

5 – Includes Jeep & Cherokee

7 – Plymouth Includes [illegible]

REGISTRATIONS FOR THE STATE OF HAWAII ARE TEMPORARILY [illegible]

REGISTRATIONS FOR THE STATE OF ALABAMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1979			YEAR TO DATE 1978		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	464569	19.86	1	427465	21.97	1
DATSUN	441405	18.87	2	337523	17.34	2
HONDA	337334	14.42	3	258151	13.27	3
VOLKSWAGEN	286127	12.23	4	239612	12.31	4
MAZDA	145952	6.24	5	71921	3.70	7
SUBARU	97856	4.18	6	79015	4.06	5
FIESTA*	76855	3.29	7	76001	3.91	6
COLT/HATCHBACK*	60406	2.58	8	45126	2.32	10
FIAT	57435	2.46	9	57946	2.98	8
VOLVO	53748	2.30	10	48494	2.49	9
TOTAL IMPORT CARS	2339004			1946094		

NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	129228	26.90	1	94520	27.49	1
DATSUN	98912	20.59	2	89846	26.13	2
CHEVROLET L.U.V.*	96971	20.19	3	61567	17.91	4
FORD COURIER*	75756	15.77	4	67651	19.68	3
TOTAL IMPORT TRUCK	480327			343825		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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DECEMBER 1979 ISSUED 02/80

Which do you want...

6 out of 100

or

70 out of 100?

Only 6 of every 100 households will buy a new car and switch makes in 1980. Polk Automotive Mail can reach and influence a market segment in which 70 out of every 100 will buy and switch. That's a 1200% improvement in conquesting potential.

R. L. POLK & CO.

DETROIT, MICH.

BEST AVAILABLE COPY

JANUARY
1980

pocket summary

of registrations

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	JANUARY		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	14211	8156	174.24	1.90	1.08
(Concord)	6074	4667	130.15	.81	.62
(Eagle)	3299	-	-	.44	-
Chrysler	12543	19829	63.26	1.67	2.63
(Le Baron)	5090	8430	60.38	.68	1.12
Dodge	26708	33161	80.54	3.57	4.40
(Diplomat)	2278	4444	51.26	.30	.59
(Colt)	5565	2814	197.76	.74	.37
(Challenger)	959	1168	82.11	.13	.15
(Omni)	8717	9486	91.89	1.16	1.26
(Aspen)	6099	8571	71.16	.81	1.14
Plymouth	24496	26680	91.81	3.27	3.54
(Arrow/Champ)	5560	2211	251.47	.74	.29
(Sapporo)	621	832	74.64	.08	.11
(Horizon)	10874	11041	98.49	1.46	1.46
(Volare)	7041	11179	62.98	.94	1.49
(Gran Fury)	400	691	57.89	.05	.09
Chrysler Corp.	63747	79670	80.01	8.51	10.57
Ford	98407	128044	76.85	13.13	16.99
(Fiesta)	6311	4303	146.67	.84	.57
(Pinto)	13076	13661	95.72	1.75	1.81
(Fairmont)	23845	24189	98.58	3.17	3.23
(Granada)	7474	12928	57.81	1.00	1.71
(Ltd II)	643	4936	13.03	.09	.65
(Mustang)	19358	20950	92.40	2.58	2.78
(T'Bird)	13752	17112	80.36	1.84	2.27
Lincoln	9295	13754	67.58	1.24	1.82
(Mark)	5030	5465	92.04	.67	.72
(Versailles)	654	1441	45.39	.09	.19
Mercury	30924	41132	75.18	4.13	5.46
(Zephyr)	7071	7613	92.88	.94	1.01
(Monarch)	3137	4913	63.85	.42	.65
(XR7/Cougar)	6729	11339	59.34	.90	1.50
(Capri)	5515	6075	90.78	.74	.81
(Bobcat)	2782	2910	95.60	.37	.39
Linc/Merc. Div.	40219	54886	73.28	5.37	7.28
Ford Motor Co.	138626	182930	75.78	18.50	24.27
Buick	56196	50796	110.63	7.50	6.74
(Skylark)	12657	4101	308.63	1.69	.54
(Century)	24313	22278	109.13	3.24	2.96
(Riviera)	3821	3870	98.73	.51	.51
Cadillac	23838	28418	83.88	3.18	3.77
(Eldorado)	4498	4739	94.91	.60	.63
(Seville)	4329	4442	97.46	.58	.59
Chevrolet	153624	153617	100.00	20.50	20.37
(Chevette)	31662	20282	156.11	4.23	2.69
(Monza)	10475	10881	96.27	1.40	1.44
(Camaro)	10866	18312	59.34	1.45	2.43
(Citation)	30642	12793	239.52	4.09	1.70
(Malibu)	21297	26257	81.11	2.84	3.47
(Corvette)	2792	3040	91.84	.37	.40
(Monte Carlo)	15149	20173	75.10	2.02	2.68
Oldsmobile	64184	70193	91.44	8.57	9.31
(Omega)	5247	2023	259.37	.70	.27
(Cutlass)	34765	37160	93.55	4.65	4.93
(Toronado)	3406	3623	94.01	.45	.48
Pontiac	52481	59218	88.62	7.00	7.86
(Sunbird)	7501	5856	128.09	1.00	.78
(Phoenix)	7334	2949	248.69	.98	.39
(Lemans)	7313	8847	82.66	.98	1.17
(Firebird)	8383	13456	63.24	1.11	1.76
Gen. Mtrs. Corp.	350323	362242	96.71	46.75	48.05
Misc. Domestic	326	309	105.50	.04	.04
Other Import	182072	120577	151.00	24.30	15.99
U.S. Total	749305	753884	99.39		

UNITED STATES SUMMARY

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JANUARY 1980 ISSUED 03/80

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	14211	8156	174.24	1.90	1.08	156753
(Concord)	6074	4667	130.15	.81	.62	83124
(Eagle)	3299	-	-	.44	-	11155
Chrysler	12543	19829	63.26	1.67	2.63	243643
(Le Baron)	5090	8430	60.38	.68	1.12	100054
Dodge	26708	33161	80.54	3.57	4.40	441600
(Diplomat)	2278	4444	51.26	.30	.59	45815
(Colt)	5565	2814	197.76	.74	.37	60406
(Challenger)	959	1168	82.11	.13	.15	14192
(Omni)	8717	9486	91.89	1.18	1.26	121525
(Aspen)	6099	8571	71.16	.81	1.14	117253
Plymouth	24496	26680	91.81	3.27	3.54	381071
(Arrow/Champ)	5560	2211	251.47	.74	.29	46080
(Sapporo)	621	832	74.64	.08	.11	12239
(Horizon)	10874	11041	98.49	1.46	1.46	143360
(Volare)	7041	11179	62.98	.94	1.49	165664
(Gran Fury)	400	691	57.89	.05	.09	3778
Chrysler Corp.	63747	79670	80.01	8.51	10.57	1066314
Ford	98407	128044	76.85	13.13	16.99	1549579
(Fiesta)	6311	4303	146.67	.84	.57	76855
(Pinto)	13076	13681	95.72	1.75	1.81	183276
(Fairmont)	23845	24189	98.58	3.17	3.23	332621
(Granada)	7474	12928	57.81	1.00	1.71	141116
(Ltd II)	643	4936	13.03	.09	.65	28387
(Mustang)	19358	20950	92.40	2.58	2.78	294904
(T'Bird)	13752	17112	80.36	1.84	2.27	210018
Lincoln	9295	13754	67.58	1.24	1.82	128097
(Mark)	5030	5455	92.04	.67	.72	54497
(Versailles)	654	1441	45.39	.09	.19	13511
Mercury	30924	41132	75.18	4.13	5.46	497120
(Zephyr)	7071	7613	92.88	.94	1.01	95248
(Monarch)	3137	4913	63.85	.42	.65	54470
(XR7/Cougar)	6729	11339	59.34	.90	1.50	122618
(Capri)	5515	6075	90.78	.74	.81	88484
(Bobcat)	2782	2910	95.60	.37	.39	43032
Linc/Merc. Div.	40219	54886	73.28	5.37	7.28	625217
Ford Motor Co.	138626	182930	75.78	18.50	24.27	2174796
Buick	56196	50796	110.63	7.50	6.74	686315
(Skylark)	12657	4101	308.63	1.69	.54	104172
(Century)	24313	22278	109.13	3.24	2.96	301459
(Riviera)	3821	3870	98.73	.51	.51	49525
Cadillac	23838	28418	83.88	3.18	3.77	307652
(Eldorado)	4498	4739	94.91	.60	.63	60935
(Seville)	4329	4442	97.46	.58	.59	44120
Chevrolet	153624	153617	100.00	20.50	20.37	2104213
(Chevette)	31662	20282	156.11	4.23	2.69	363216
(Monza)	10475	10881	96.27	1.40	1.44	139045
(Camaro)	10866	18312	59.34	1.45	2.43	203647
(Citation)	30642	12793	239.52	4.09	1.70	290931
(Malibu)	21297	26257	81.11	2.84	3.47	336841
(Corvette)	2792	3040	91.84	.37	.40	40076
(Monte Carlo)	15149	20173	75.10	2.02	2.68	264967
Oldsmobile	64184	70193	91.44	8.57	9.31	931170
(Omega)	5247	2023	259.37	.70	.27	46336
(Cutlass)	34765	37160	93.55	4.65	4.93	510305
(Toronado)	3406	3623	94.01	.45	.48	45348
Pontiac	52481	59218	88.62	7.00	7.86	773816
(Sunbird)	7501	5856	128.09	1.00	.78	86735
(Phoenix)	7334	2949	248.69	.98	.39	74357
(Lemans)	7313	8847	82.66	.98	1.17	115185
(Firebird)	8383	13256	63.24	1.11	1.76	149955
Gen. Mtrs. Corp.	350323	362242	96.71	46.75	48.05	4803166
Misc. Domestic	326	309	105.50	.04	.04	4650
Other Import	182072	120577	151.00	24.30	15.99	2129232
U.S. Total	749305	753884	99.39			10334911

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	18719	8.05	18719	28976	64.60	8.05	10.28
Plymouth	2249	.97	2249	1276	176.25	.97	.45
Ford	75002	32.28	75002	95695	78.38	32.28	33.94
Chevrolet	73085	31.45	73085	89561	81.60	31.45	31.76
G.M.C.	18290	7.87	18290	21823	83.81	7.87	7.74
I.H.	6863	2.95	6863	8491	80.83	2.95	3.01
Jeep Truck	8847	3.81	8847	13892	63.68	3.81	4.93
Mack	1870	.80	1870	1786	104.70	.80	.63
Kenworth	1115	.48	1115	1120	99.55	.48	.40
Peterbilt	708	.30	708	720	98.33	.30	.26
Freightliner	974	.42	974	851	114.45	.42	.30
White	699	.30	699	1020	68.53	.30	.36
Misc.	23988	10.32	23988	16756	143.16	10.32	5.94
U.S. Total	232409		232409	281967	82.42		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	7022	11455	240	2	-	-	-	-
(Dodge 1)	4630	7138	102	-	-	-	-	-
Plymouth *	1521	728	-	-	-	-	-	-
Ford	21965	48128	73	-	-	1410	2185	1241
(Ford 2)	9345	15361	-	-	-	-	-	-
Chevrolet	31967	37326	477	-	165	1406	1392	352
(Chevrolet 3)	15725	11551	-	-	-	-	-	-
G.M.C.	4535	10515	-	-	46	579	1217	1398
(G.M.C. 4)	984	2701	-	-	-	-	-	-
I.H.	-	1788	-	-	-	1368	1768	1939
Jeep Truck	4874	3973	-	-	-	-	-	-
(Jeep 5)	4874	2953	-	-	-	-	-	-
Mack	-	-	-	-	-	-	-	1870
Kenworth	-	-	-	-	-	-	-	1115
Peterbilt	-	-	-	-	-	-	-	708
Freightliner	-	-	-	-	-	-	-	974
White	-	-	-	-	-	-	-	699
Misc.	23324	1	3	2	4	332	188	134
Total	95208	113914	793	4	215	5095	6750	10430
1979 Total	93906	157961	2950	1241	184	10983	3505	11237
1980 VS '79	101.39	72.12	26.88	.32	116.85	46.39	192.58	92.82

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

[illegible] FIGURES FOR THE STATE OF HAWAII ARE TEMPORARILY UNAVAILABLE. REGISTRATIONS FOR THE STATE OF ALASKA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	47549	23.65	1	22504	17.06	1
DATSUN	41368	20.57	2	21605	16.38	2
HONDA	27905	13.88	3	19145	14.51	4
VOLKSWAGEN	18128	9.01	4	21445	16.26	3
MAZDA	13797	6.86	5	6719	5.09	5
SUBARU	9818	4.88	6	5645	4.28	6
FIESTA*	6311	3.14	7	4303	3.26	7
COLT/HATCHBACK*	5555	2.77	8	2814	2.13	12
ARROW/CHAMP*	5560	2.76	9	2211	1.68	14
MERCEDES BENZ	4590	2.28	10	3737	2.83	8
TOTAL IMPORT CARS	201088			131905		
VOLVO	4032	2.01	11	3487	2.64	9
FIAT	2734	1.36	13	3382	2.56	10
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	11193	25.95	1	7760	24.54	1
DATSUN	8868	20.56	2	6803	21.50	2
CHEVROLET L.U.V.*	8230	19.08	3	6481	20.50	4
FORD COURIER*	6619	15.35	4	6652	21.04	3
DODGE D50*	2991	6.94	5	1220	3.86	5
PLYMOUTH ARROW*	1423	3.30	6	647	2.05	6
TOTAL IMPORT TRUCK	43129			31621		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10334911	3467910

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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